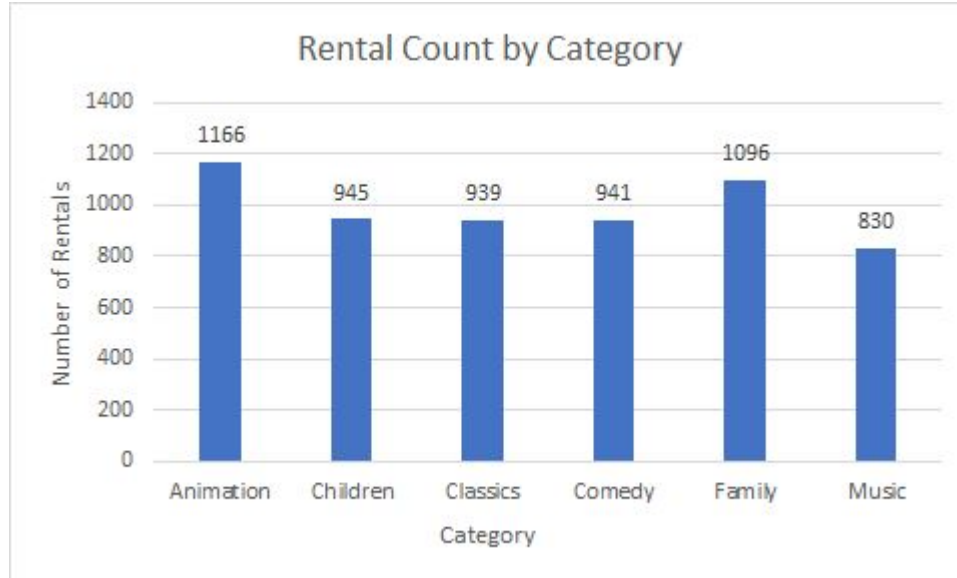
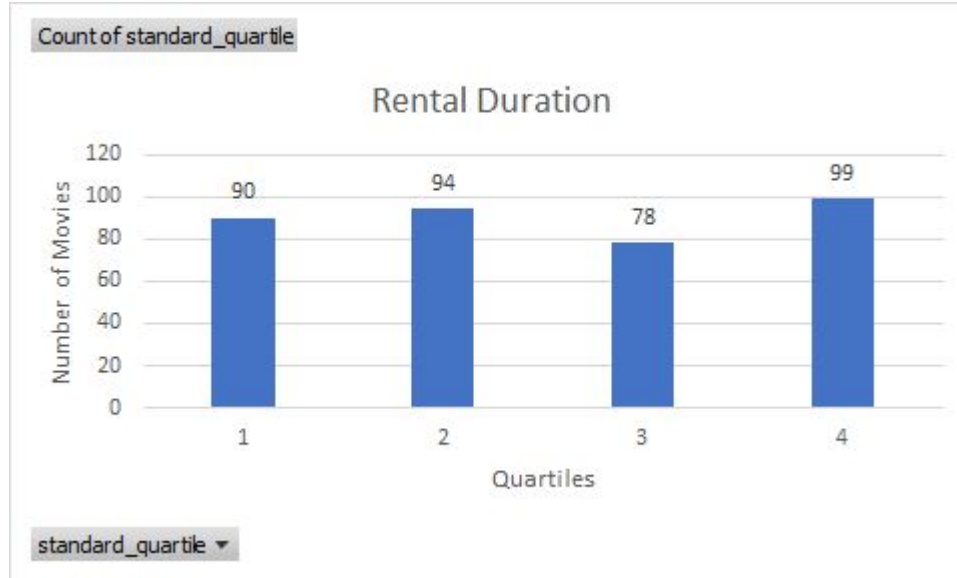


Which movies are families watching?



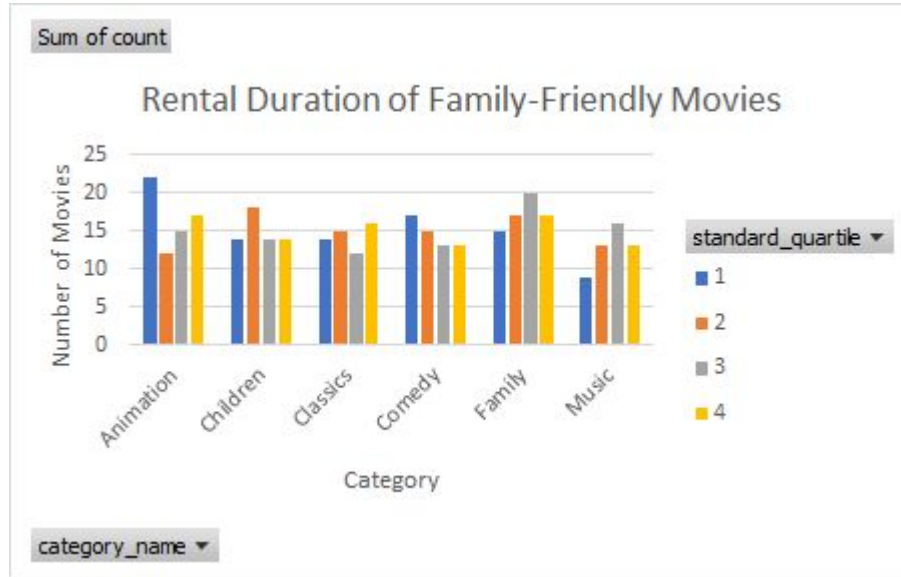
This chart shows that animation and family movies are the most popular. The children, classics, and comedy style of movies are less popular, while music is the least popular.

How long are people renting family-friendly movies?



Most people tend to hold on to these family-friendly movies for a really long time compared to other movies.

What is the rental duration of family-friendly movies?



This chart shows the breakdown based on rental duration for family-friendly movies. It reveals that people do not tend to hold on to animation, children, and comedy movies for a long time while the opposite is true for family and music movies. Classic movies tend to be pretty even in rental duration compared to other family-friendly movies.

What is the number of rentals for each store?



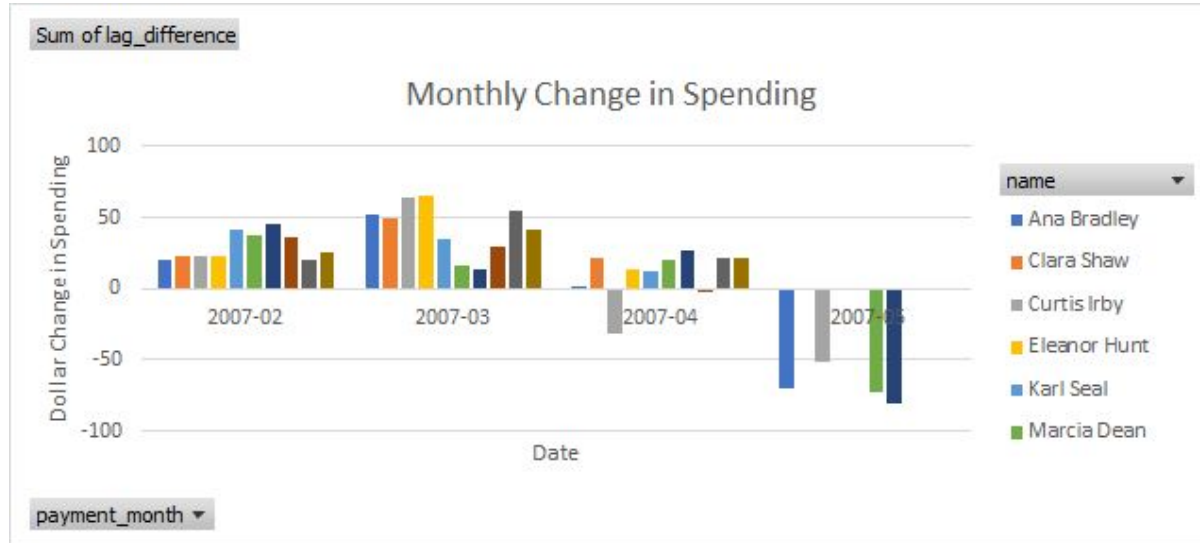
We can see that the number of rentals for each store is very similar across the given timeframe.

How much did our top 10 customers pay monthly?



This chart reveals that many of our top 10 customers made lots of purchases in March and April while February and May tend to have significantly decreased numbers.

How do customers change spending monthly?



We can see that for February, March, and April customers spent more than the previous month. In May, customers spent significantly less.